

MEDIA RELATIONS MANAGER

DISTINGUISHING FEATURES

The fundamental reason the Media Relations Manager exists is to provide media relation support for City projects, programs and issues, in addition to supplying daily editorial analysis for city management of current and pending issues in the Communications and Public Affairs Department. This classification is not supervisory. Work is performed under general supervision by the Communications and Public Affairs Director.

ESSENTIAL FUNCTIONS

Informs city management, via a weekly report, of current and emerging issues that are of interest to the media.

Provides media relations training to key City spokespeople and support staff in an effort to enhance the organization's listening and communication skills.

Provides public relations support to assigned departments.

Produces and distributes the Emergency Communications Manual and coordinates organization of the Emergency Management Plan with the Police Department.

Coordinates appropriate press briefings, tours, fact sheets, news releases and weekly *Newsbriefs* media tip sheet.

Places and writes articles in local and national publications regarding city projects, programs, issues, staff and elected officials.

Writes and assembles award applications recognizing city projects, programs, issues, staff, and elected officials.

Prepares visual displays, oral presentations, written reports and speeches, along with performing a wide range of associated office duties.

Coordinates and prepares responses for public records requests.

MINIMUM QUALIFICATIONS

Knowledge, Skills, and Abilities

Knowledge of:

A wide variety of communications materials including news releases, public service announcements, articles, speeches, and video scripts.

Media training and public presentations.

Spelling, punctuation and grammar.

Different writing styles, techniques, and formats,

Ability to:

Work under pressure with imperative and changing deadlines.

Attend evening meetings and occasional weekend work.

Prepare and present effective oral and written reports.

Establish and maintain effective working relationships with the media, public officials, coworkers and the public.

Operate a variety of standard office equipment including a personal computer, a variety of computer software, telephone, copy and fax machine requiring continuous and repetitive arm, hand, and eye movement.
Communicate effectively (verbally and in writing) with all levels of City staff and the public.
Maintain regular consistent attendance and punctuality.

Education & Experience

Any combination of education and experience equivalent to a bachelor degree in journalism, communications, English, or a related field and a minimum of three years experience working directly with local news media as a public relations professional.

FLSA Status: Exempt

HR Ordinance Status: Unclassified